

1 WE CLAIM:

2 1. A method of facilitating delivery of advertising to users of mobile
3 computing platforms comprising the steps of:
4 defining advertising zones within a geographic region; and
5 in a geographic database that contains data that represent roads located in the
6 geographic region, associating with each data entity that represents a road segment
7 located in the geographic region data that indicate in which of said advertising zones the
8 road segment represented by the data entity is located.

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10 2. The method of Claim 1 further comprising:
11 defining a hierarchy of said advertising zones, wherein said hierarchy of
12 advertising zones includes at least a first layer and a second layer, and further wherein at
13 least some of the advertising zones in said first layer overlap some of the advertising
14 zones in said second layer.

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16 3. The method of Claim 2 further comprising:
17 defining an index that references each of the advertising zones in the first layer
18 that overlap each of the advertising zones in the second layer.

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20 4. The method of Claim 1 further comprising:
21 associating advertising messages with at least some of said advertising zones.

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23 5. The method of Claim 4 further comprising:
24 storing said advertising messages in an advertising database.

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26 6. The method of Claim 1 wherein said advertising zones are formed
27 dynamically.

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1 7. A method of facilitating delivery of advertising to users of geographic data
2 comprising the steps of:

3 defining a hierarchy of advertising areas located within a geographic region,
4 wherein said hierarchy of advertising areas include at least a first layer and a second
5 layer, wherein said first layer and said second layer overlap; and
6 in a geographic database that contains data that represent roads located in the
7 geographic region, associating with each data entity that represents a road segment
8 located in the geographic region data that indicate in which of said advertising areas the
9 road segment represented by the data entity is located.

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11 8. The method of Claim 7 further comprising:
12 defining an index that references the advertising zones in the first layer that
13 overlap the advertising zones in the second layer.

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15 9. The method of Claim 7 wherein said advertising zones are based on
16 accessibility.

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18 10. The method of Claim 7 wherein said advertising zones are based driving
19 distances from defined locations.

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21 11. The method of Claim 7 wherein said advertising zones are based driving
22 times from defined locations.

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24 12. The method of Claim 7 wherein said advertising zones are formed
25 dynamically.

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27 13. A geographic database stored on a computer-readable medium
28 comprising:

29 road segment data that represent road segments located in a geographic region;
30 and

1 advertising zone data associated with said road segment data, wherein said
2 advertising zone data indicate which of a plurality of advertising zones into which the
3 geographic region is divided road segments represented said road segment data are
4 located in.

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6 14. The invention of Claim 13 wherein said geographic database further
7 comprises:
8 an index that references advertising zones that encompass other advertising zones.

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10 15. The invention of Claim 13 wherein said geographic database is installed in
11 a standalone navigation system.

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13 16. The invention of Claim 13 wherein said geographic database is installed
14 on a navigation services server from which end users' computing platforms obtain
15 geographically-related services.

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17 17. The invention of Claim 13 wherein said advertising zone data includes an
18 indication of which of a plurality of layers of advertising zones, a particular advertising
19 zone is located in.

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21 18. A method of delivering advertising to users of mobile computing
22 platforms that provide navigation-related services comprising:
23 determining a position of a mobile computing platform as the mobile computing
24 platform travels in a geographic region;
25 determining in which of a plurality of advertising zones into which the geographic
26 region is divided the user is located; and
27 providing the user with an advertising message associated with said advertising
28 zone.

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1 19. The method of Claim 18 wherein said advertising messages are provided
2 over a wireless communications link to the mobile computing platform from a navigation
3 services server.
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5 20. A method of providing advertising to users of mobile computing platforms
6 that are moved through a geographic region comprising:

7 defining advertising areas within the geographic region;

8 associating advertising messages with said advertising areas;

9 with respect to each of said mobile computing platforms, determining a current
10 position of the mobile computing platform as said mobile computing platform is moved
11 through the geographic region;

12 determining in which of said advertising areas the mobile computing platform is
13 located; and

14 delivering to the mobile computing platform an advertising message associated
15 with the advertising area in which the mobile computing platform is located.
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17 21. The method of Claim 20 further comprising:

18 after the step of determining in which of said advertising areas the mobile
19 computing platform is located, determining the advertising message associated with the
20 advertising area.
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22 22. The method of Claim 21 further comprising:

23 after the step of delivering, providing the advertising message via a user interface
24 of the mobile computing platform.
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26 23. The method of Claim 21 further comprising:

27 after the step of delivering, providing the advertising message audibly via the
28 mobile computing platform.
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1 24. The method of Claim 21 further comprising:
2 after the step of delivering, providing the advertising message visually via the
3 mobile computing platform.
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5 25. A method of delivering location-based warnings to users of computing
6 platforms that provide navigation-related services comprising:
7 determining a position of a mobile computing platform as the mobile computing
8 platform travels in a geographic region;
9 determining in which of a plurality of zones into which the geographic region is
10 divided the mobile computing platform is located; and
11 providing a user of the mobile computing platform with a warning message
12 associated with said zone.
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14 26. The method of Claim 25 wherein said warning message relates to an
15 adverse weather condition.
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17 27. The method of Claim 25 wherein said warning message relates to traffic
18 conditions in the zone.
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20 28. A method of delivering advertising to users of mobile computing
21 platforms that provide navigation-related services comprising:
22 determining a position of a mobile computing platform as the mobile computing
23 platform travels in a geographic region;
24 dynamically forming an advertising zone associated with the position of the
25 mobile computing platform; and
26 providing the user with an advertising message associated with said advertising
27 zone.
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